

SALT LAKE COUNTY TOURISM PROFILE

County Indicator	2005	2006	2007	% Change 2006-2007	State Ranking
DEMOGRAPHIC					
Population	978,285	996,374	1,018,904	2.3%	1
Total Non-Ag Employment	555,322	579,827	603,069	4.0%	1
Non-Ag Avg Monthly Wage	\$3,063	\$3,212	\$3,327	3.6%	4
Per Capita Income	\$32,983	\$34,272	\$36,617	6.8%	2
Unemployment Rate*	4.4%	2.9%	2.6%	-10.3%	13
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$2,686.2	\$2,740.0	\$3,145.6	14.8%	1
Travel & Tourism Related Employment	55,409	56,132	55,926	-0.4%	1
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$92,416.2	\$94,447.1	\$90,669.5	-4.0%	1
Transient Room Tax	\$8,277.3	\$10,040.1	\$14,069.8	40.1%	1
Restaurant Tax	\$13,086.9	\$14,361.5	\$15,626.5	8.8%	1
Car Rental Tax	\$8,472.9	\$9,547.4	\$10,455.9	9.5%	1
Gross Taxable Retail Sales (millions)	\$18,010.9	\$20,328.8	\$21,223.6	4.4%	1
REGIONAL VISITATION COUNTS					
SLCVB Information Centers	NA	NA	N/A	NA	
Council Hall Welcome Center	32,261	22,453	25,899	15.3%	
S.L. Airport Passengers	22,237,936	21,557,646	22,045,233	2.3%	
Skier Days at Utah Resorts	3,895,578	4,062,188	4,082,094	0.5%	
L.D.S. Family History Research Ctrs.	494,456	572,270	567,395	-0.9%	
Utah's Hogle Zoo	800,521	847,831	954,551	12.6%	
This Is The Place H.P.	355,600	88,500	360,000	306.8%	
L.D.S. Museum of History and Art	437,823	210,613	209,261	-0.6%	
Bingham Canyon Copper Mine	153,947	NA	NA	--	
Great Salt Lake S.P.	57,966	138,763	250,478	80.5%	
Clark Planetarium	352,835	365,744	314,138	-14.1%	
Children's Museum of Utah	106,100	NA	NA	--	
Utah Musuem of Natural History	61,933	75,387	NA	--	
Utah Musuem of Fine Arts	64,502	NA	NA	--	

* Several Counties have identical Unemployment Rates

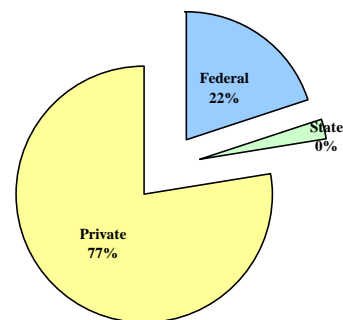
Land Ownership - 2007		
	No. of Acres	% Total
Total Acres in County	481,870	100.0%
Federal Government	98,291	20.4%
BLM	2,034	0.4%
US Forest Service	88,991	18.5%
National Park Service	--	--
National Wildlife Service	--	--
Other •	7,266	1.5%
State Government	11,872	2.5%
Utah State Parks & Recreation	274	0.1%
Utah State Wildlife Reserves	1,262	0.3%
State Trust Lands	277	0.1%
Other ••	10,059	2.1%
American Indian	--	--
Private*	381,764	79.2%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2007



Salt Lake County Tourism Profile

